

*What is claimed is:*

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6-8  
1. A method for determining a room rate for a guest comprising the steps of:  
receiving quest information from a first quest, said quest information including at  
least one of a name, a market segment, and a point of origin;  
receiving a first room request from said first guest, said first room request  
including at least one of an arrival date, a length of stay, a room feature;  
determining a first room rate for said first guest based on a comparison between  
said guest information and historical information associated similar guests and a comparison  
between said first room request and a forecast of demand for a similar request, said forecast of  
demand based on historical data.

2. The method of claim 1, further comprising the steps of:  
receiving quest information from a second guest;  
receiving a second room request from said second guest, said second room  
request similar to said first room request;  
determining a second room rate for said second guest based on a comparison  
between said guest information and historical information associated with similar guests and a  
comparison between said second room request and said forecast of demand for a similar request,  
said first room rate different from said second room rate.

3. The method of claim 1, further comprising the steps of:  
receiving guest information from a second guest, said guest information from said  
second guest similar to said guest information from said first guest;  
receiving a second room request from said second guest;  
determining a second room rate for said second guest based on a comparison  
between said guest information and historical information associated with similar guests and a  
comparison between said second room request and said forecast of demand for a similar request,  
said first room rate different from said second room rate.

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